

#WATCH THE VOTE ATL

Social Media Monitoring Training for the
US General Election
Nov 4 - 6, 2024

#WATCH^{THE} VOTEATL = People + Technology

Aggie

Networked **technology** that **aggregates** posts from the **Internet** and enables **incident tracking**.

SMTC

A **place** and team of **people** that track, verify, and escalate reports to **partners** in **real time**.

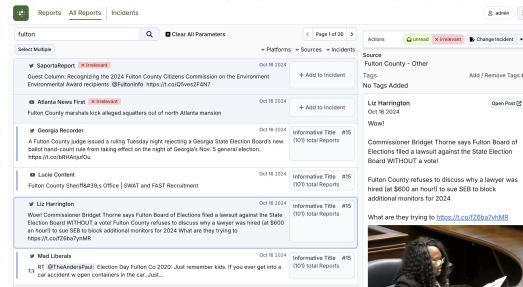
What is the #WatchTheVoteATL Social Media Tracking Center?



Social Media Tracking Center (SMTTC)



Timeline



- Prior to election, the SMTC lead organization builds relationship with key election stakeholders and may begin social media campaign
- On election day, pre-identified and tested media sources are streamed in real time to Aggie.
- Aggie generates real-time reports and trend analysis at any mention of a keyword across media sources.
- **We are here**
- Trackers use Aggie to monitor election relevant social media reports and verify incidents that need action
- SMTC team escalates verified incidents to embedded representatives with election stakeholders

Aggie

Our tracking tool is a web-based platform and requires login credentials for access.

Users viewing a real time stream of reports, can search and filter by keywords, source, or time.

Trackers elevate reports of election irregularity, violence, etc to Aggie's incident status to be checked for veracity and communicated to appropriate election stakeholders.

Reports Page

Rep. Esther Panitch	Red Flag	author credibility	author affiliation	+8	44m (02:42 PM)	+ Attach Incident
RT @AIPAC: Thank you @POTUS!						
Rep. Esther Panitch	Red Flag	author credible		+9	47m (02:39 PM)	+ Attach Incident
RT @NewsHour: WATCH LIVE: Harris reacts to death of Hamas leader Sinwar by Israel						
https://t.co/bDl5ftyKKj						
Rep. Esther Panitch	Red Flag	author credible	engagement level	+8	53m (02:33 PM)	+ Attach Incident
RT @amyspinalnick: Exactly right from @VP @KamalaHarris: end the war in a way that ensures Israel's security, brings the hostages home, end...						
Rep. Esther Panitch					44m (02:42 PM)	+ Attach Incident
RT @AIPAC: Thank you @POTUS!						
Rep. Esther Panitch					47m (02:39 PM)	+ Attach Incident
RT @NewsHour: WATCH LIVE: Harris reacts to death of Hamas leader Sinwar by Israel						
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Incidents Page

Reports All Reports Incidents admin

+ Create New Incident

search for title, location, description

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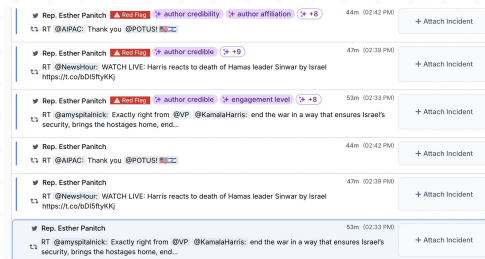
Veracity Escalated Creator Assignee

Status	Title	Reports	By	Assigned To
False	Security Issue Closure of Pricinct	Escalated	admin	testeradmin1 testeradmin2 testermonitor1
Unconfirmed	beabadobee	0 reports	admin	Not Assigned + Assign Myself
Unconfirmed	ken carson	0 reports	admin	Not Assigned + Assign Myself
Unconfirmed	osquinn	1 reports	admin	Not Assigned + Assign Myself
Unconfirmed		0 reports	admin	Not Assigned + Assign Myself

SMTC Teams

Tracking Team

- Read through and tag incoming reports as read/relevant
- Flag and assign reports requiring action to incidents



Veracity Team

- Use additional reports, social media channels, or work with escalation team to verify incidents



Escalation Team

- Support Veracity Team by reaching out to stakeholders if needed
- Once incidents have been verified alert election stakeholders



Reports from an SMTTC



Example Reports

10:00 AM

- 42 incidents of election irregularity: polls not open on time, voting materials damaged from rain, verification machines broken, etc.
- 1 incident relating to violence: It was an issue of tempers rising over a delay of voting at the polls.

Example Reports

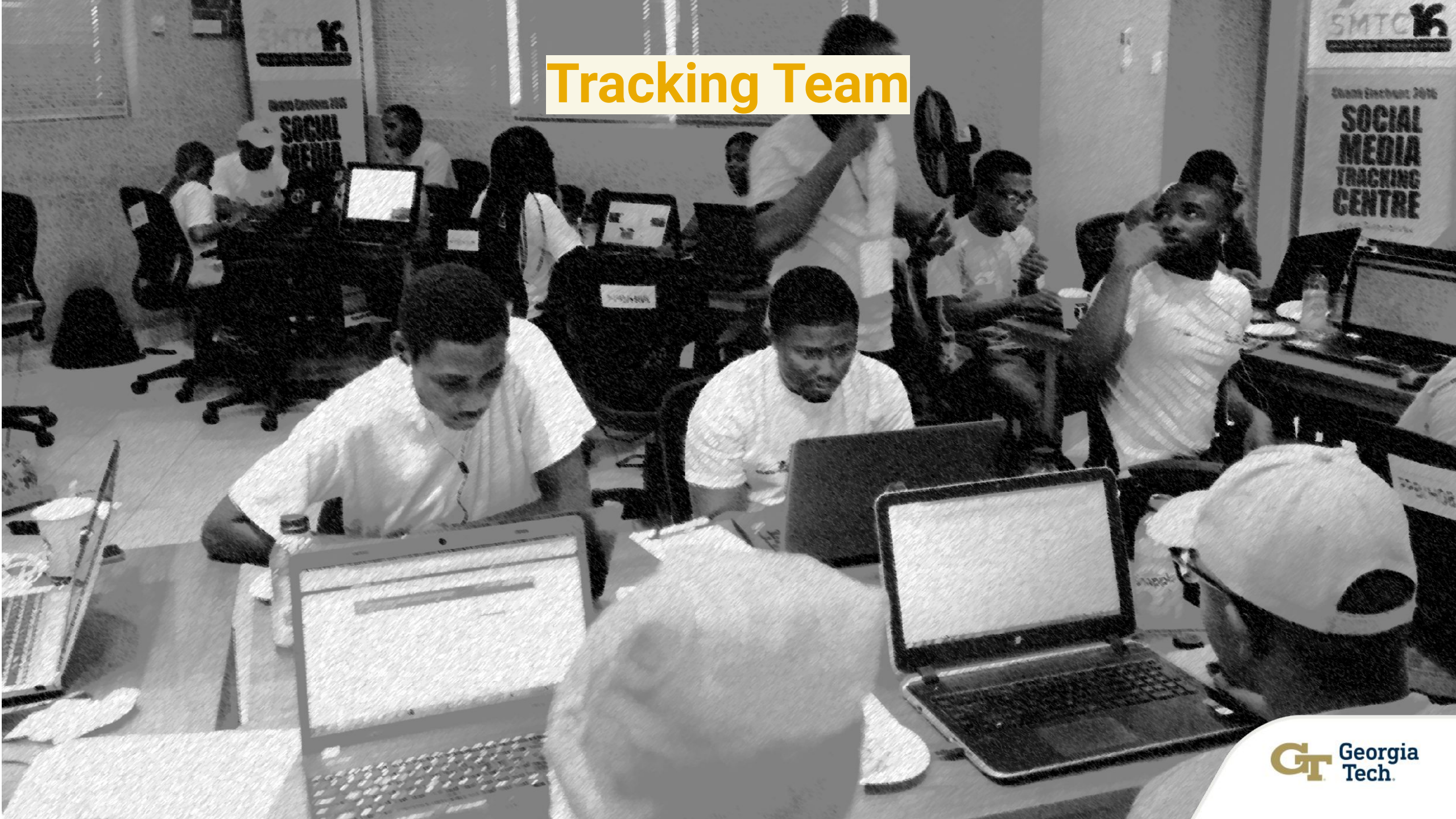
1:00 PM

- We continue to see reports pertaining to voting logistics: voting begins late, voting materials are missing, verification machines reject voters, etc.
- We have also started tracking reports around double voting, stolen ballot boxes, and theft of other election devices. Many reports of ballot snatching have been falsified by our counterparts at CODEO and police headquarters.

Example Report

“Just before noon on the first day of elections on Friday, December 7th, the SMTC picked up a report of chaos at a polling station that brought voting to a stop in the greater Accra area. To further verify, SMTC reported the incident to our embedded representative at Police Headquarters. The Police were unaware of the situation and began to investigate. Upon further investigation, our contact was able to further verify that chaos started once voters began to jump queues. Police alerted the National Elections Security Task Force (NESTF). NESTF sent a re-enforcement team to that particular polling station to restore order and the voting exercise continued peacefully.”

Tracking Team

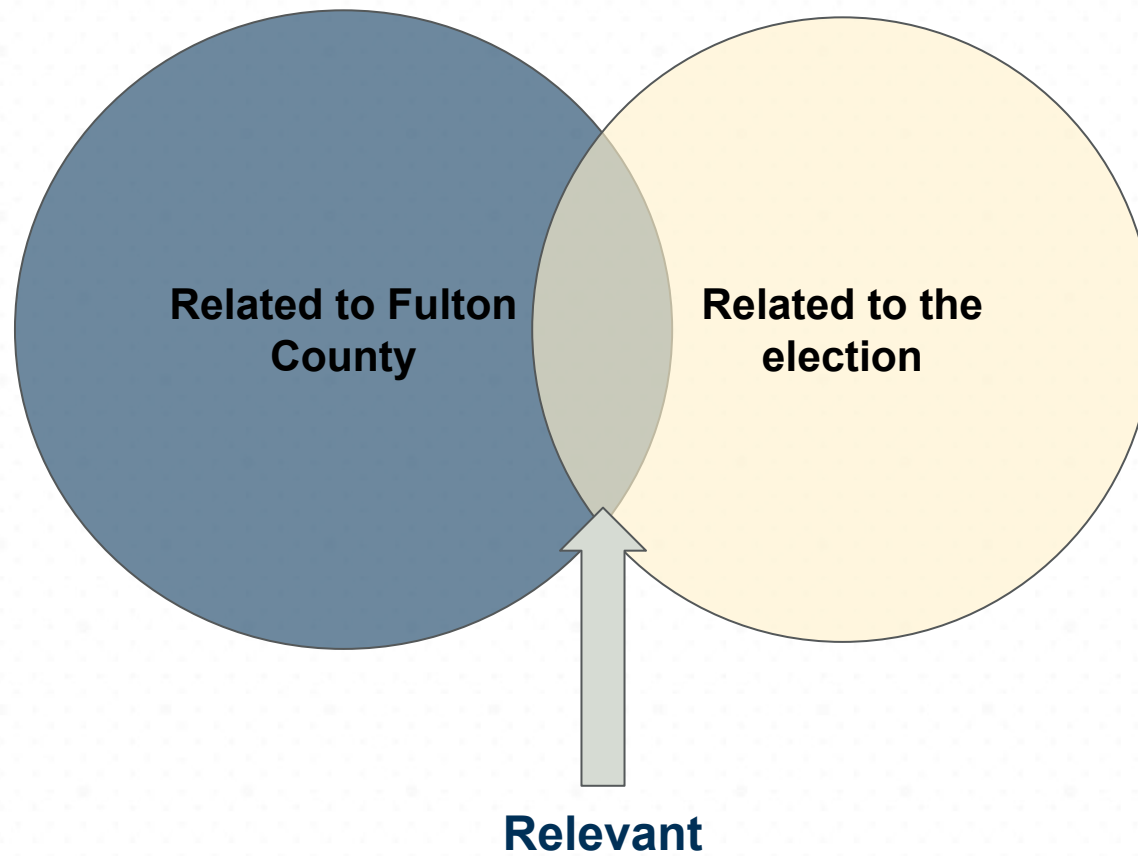


Tracking Team Goals



1. Identify posts from the Internet that are relevant.
2. Identify relevant posts that need further investigation and create an incident for the Veracity Team

What is a relevant report?



What to look for:

1. Voting Logistics
2. Election Irregularity
3. Electoral Misconduct
4. Results
5. Violence
6. Fraud

Tracking Team Tips



- Tagging Reports as Relevant
 - If you are not sure a report is relevant, ask someone around you or a project team leader. If you are still unsure, mark as relevant.
 - Use the All Reports and Search Pages to search for keywords of interest - scanner, certification, etc.
- Incident Creation
 - If you are not sure an incident should be created, ask someone around you or a project team leader. If you are still unsure, go ahead and create the incident.
 - When you create an incident use an informative **title** and **description**
 - Keep as short/brief as possible
 - Use the Comments section of the incident to explain to the incident team why you created the incident.
- Take breaks when you need to.

AI Tagging

The screenshot displays a social media monitoring dashboard with the following components:

- Navigation:** Reports, All Reports, Incidents. User: admin.
- Search:** Search Keywords, Select Multiple.
- Post List:** A list of tweets. The selected tweet is: "RT @charliekirk11: Did you know that back in 1990, President Trump chartered a private plane to get Nelson Mandela to America when the US G...".
- AI Tagging Panel:** A central panel showing tags and their descriptions:
 - misinformation false:** The post does not contain misinformation regarding election details or rules; it discusses a historical event related to President Trump and Nelson Mandela.
 - related to fulton county false:** The content does not mention Fulton County or any related issues.
 - author credible true:** The author is a verified user on Twitter with a substantial following, indicating credibility.
 - related to voting locations false:** No information regarding voting locations is presented in the post.
 - related to voter registration requirements false:** There is no mention of voter registration requirements in the content.
 - related to campaign finance false:** The post does not discuss campaign finance or spending issues.
 - related to election security false:** No information related to election security or voting machines is provided.
- Actions:** unread, irrelevant, + Add to Incident.
- Source:** Fulton County - National Political Influencer.
- Tags:** No Tags Added.
- Retweeted:** charliekirk11 (7h 11:42 AM) with engagement metrics: 47,074 likes, 1,396 retweets, 12,808 replies, 1,092,065 views.

Veracity Team



Veracity Team Goals



1. Use veracity strategies to verify incidents as true or false.
2. Once verified, escalate incident.

Veracity Strategies



→ Use the Aggie search feature to find other reports on the same incident



→ Collect as much information via the source channel



→ Election protection chat



→ Work with escalation team to contact stakeholders



Veracity Team Tips



- Veracity Checking
 - take notes of every action or strategy taken in the comments section
- Communicate
 - If you feel stuck, reach out to veracity team or escalation team.
- Take breaks when you need to

Demo

Hands-On Activity

- Tracking
 - Grab a batch of reports and mark as relevant / irrelevant.
 - Create an incident a test incident for practice
 - or if you see a relevant report that needs investigation, create an incident from that report
 - add a comment in the comment section for why you created the incident
- Incident Investigation
 - Assign the incident to yourself
 - Add 2 additional reports to the incident
 - Add a comment about which reports you added and why
 - Change the veracity
 - Escalate the incident